

# ***CITY COUNCIL***

## ***Strategic Planning Committee***

**Monday, June 17, 2013  
5:00 pm  
City Council Office**

Strategic planning determines where an organization is going, how it's going to get there and measures success over time. It ensures the most effective use of the organization's limited resources by focusing resources on key priorities. The Council Strategic Planning committee will prioritize, in collaboration with the City's administration, the City's goals, objectives and strategies and determine which initiatives take precedence for implementation, under three main objectives: Finance, Standards of Living and Economic Development

**Committee Members:** Jeff Waltman (Chair), Francis Acosta, Marcia Goodman-Hinnershitz, Dennis Sterner, Strat Marmarou and Donna Reed

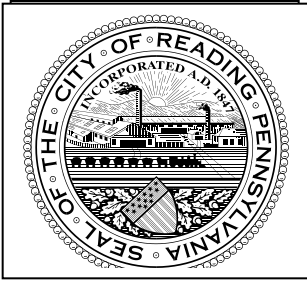
*Although Council committee meetings are open to the public, public comment is not permitted at Council Committee meetings. However, citizens are encouraged to attend and observe the meetings. Comment from citizens or professionals during the meeting may be solicited on agenda topics via invitation by the Committee Chair. All electronic recording devices must be at the entry door in all meeting rooms and offices, as per Bill No. 27-2012*

### **1. Review Strategic Planning Goals**

### **2. Status of Strategic Planning Initiatives**

- a. Committees
- b. Agendas
- c. Issues Management
- d. Alignment with Administration goals
- e. Leadership meetings
- f. Other ???

- 3. Committee Chairs - agendas review**
- 4. Formulating Agendas Moving Forward (collaboration with administration)**
- 5. Big Ticket Items (priorities)**
- 6. Issues Management**
  - a. Methods
  - b. Implementation timeline



# CITY COUNCIL

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## Strategic Planning Committee

**Monday, May 20, 2013**  
**Meeting Report**

**Attending:** J. Waltman, Chair; M. Goodman-Hinnershitz, D. Sterner, D. Reed, R. Corcoran, S. Marmarou

**Others Attending:** L. Kelleher, C. Snyder, C. Younger, E. Lloyd

The meeting was called to order at 6:03 pm by Mr. Waltman.

Ms. Goodman-Hinnershitz stated that the strategic planning committee explained that the Strategic Planning Committee was created to implement focus on key priorities, in collaboration with the Administration, under three main objectives: Finance, Standards of Living and Economic Development. During these meetings the collective group will discuss issues management and prioritization, agenda setting, etc.

Mr. Waltman stated that this application will improve our ability to manage priorities and issues. He stated that while Council has started to implement the new application, there is still a great deal of work to do to perfect it.

Mr. Corcoran expressed the belief that the meetings are already more productive.

Mr. Sterner inquired how Committee Chairs will develop their monthly meeting agendas. Mr. Waltman stated that agenda planning for the three committees will occur at the Strategic Planning meeting held on the third Monday of each month.

Ms. Snyder stated that a new project management software product will be used to manage agendas, priorities, issues, etc. Ms. Goodman-Hinnershitz stated that this

software offers a virtual online application where issues can be managed anytime, rather than just at monthly committee meetings.

## **June Committee Agendas**

### **Standards of Living**

The Standards of Living Committee's responsibilities and topics include but are not limited to Housing Planning strategies, Building, Trades and Property Maintenance Inspection and Enforcement, Public Safety, Public Works, Police, Fire, Neighborhood Parks, Neighborhood Revitalization, Community Development, Customer Service, Graffiti Abatement, Community Group Organization and Support.

### **Administrative Reports Schedule**

- **Administrative Services**
  - CSC – Quarterly starting in August
- **CD** – Quarterly starting in June
  - Property Maintenance (all programs and initiatives)
  - Zoning
  - HARB
  - Implementation of Housing Strategies
  - Trades
- **Police** – Quarterly next update July
- **Public Works** – Quarterly starting in July
  - WWTP
  - Utilities
  - Streets/Parks
  - Property Maintenance
  - Trash & Recycling
- **Fire** - Quarterly starting in August
  - Fire Suppression
  - Fire Marshal – investigations and inspections
  - EMS

Ms. Goodman-Hinnershitz suggested the topic of Gateway Initiatives for the June meeting.

Ms. Snyder suggested the Street Light Assessment topic for the June meeting.

Mr. Corcoran suggested discussing the Land Bank legislation.

Mr. Waltman suggested an end to end review of the City's housing along with the implementation of the Kromer Housing Strategy and the implementation of the MVA.

Mr. Corcoran suggested that the Committee also take up the issue of blighted properties as the Reading Redevelopment Authority lacks the proper funding to undertake demolition or acquisition.

After discussion the following topic schedule was agreed to:

**June:** Housing, Street Light Assessment and Gateway Initiatives

**July:** Land Bank legislation, Blighted Properties, Fleet Management

**August:** MVA Action Plan

### **Economic Development**

The Economic Development Committee's responsibilities includes but are not limited to Economic Development Strategy, Citywide Economic Development Programs, Small Businesses, Business Improvement Districts and Enterprise Zones, Incentive Programs and Loans.

#### **Administrative Reports Schedule**

- Planning - Quarterly starting in June
- CDBG – Implementation of ED Strategies – Quarterly starting in July
- Redevelopment Authority – Quarterly starting in August

Ms. Snyder stated that there has been some discussion about this agenda already and stated that Mr. Shuman has been invited to make a presentation on the Abe Lincoln Hotel. She also suggested having a report about the internal Economic Development Forum planned by the Administration on May 25<sup>th</sup>.

Ms. Snyder stated that other topics should include Main Street, Land Value Tax, and the Parking Authority.

Mr. Sterner suggested looking at economic development via Council District or neighborhood that is occurring or could occur on a City-wide basis. Ms. Snyder agreed and suggested the topic of Economic Development Mapping.

At a prior meeting Mr. Sterner had suggested inviting all the local redevelopment partners to get an update on their initiatives and focus.

After discussion the following topic schedule was agreed to:

**June:** Report on Abe Lincoln Project and Economic Development Summit

**July:** Parking Authority and Economic Development Mapping

**August:** Economic Development Initiatives and Partners, Land Value Tax

## **Finance**

The Budget and Finance Committee's responsibilities and topics include but are not limited to Annual Budget Review, Capital Improvement Programs, Financial Reports, Taxes (Rates, exonerations and exemption appeals), Fee Assessments, Procurement Policies, Review of Budget & Financial Reports, oversight of the City's external auditing, internal controls and any other financial or business practices, and reviewing the work of the City Auditor.

### **Monthly Reports Schedule**

- **CDBG** – funds expended & un-programmed quarterly starting in July
- **Review Finance Reports**
  - 2013 Property and Assessment Report
  - Income Statement YTD
  - Income Statement Projection
  - Review Expenditures/Revenues
  - Cash Flow Projection
  - Review Bank Statement Activity
  - Review Transfers
  - Contingency Account/Fund re beginning balance and YTD balance
  - Quarterly Budget Review – starting in August
  - Quarterly Pension Reports – next report September
  - Quarterly Delinquent Collection Reports – starting in June
  - Quarterly IT Reports - starting in August

Mr. Waltman suggested beginning discussion about the Act 47 Amendment and the Act 73 response. Ms. Snyder agreed with the need to begin the Act 47 amendment process. She stated that the business analyst is currently working to complete the in progress initiatives in the Act 47 plan.

Ms. Reed suggested scheduling a budget summit in June and to define the budget review schedule early in the process.

After discussion the following topic schedule was agreed to:

**June:** Act 47 Analysis and Amendment, Act 73 Response and Budget Summit

The meeting adjourned at approximately 7 pm.

*Respectfully Submitted by,  
Linda A. Kelleher CMC  
City Clerk*